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films on cooperatives

Compiled by Motion Picture Service, Office of Information, USDA

October 1964

AS CONSUMERS WE'RE OWNERS

13½ minutes, color

The film tells the story of a group of people who formed a consumers' cooperative -- a supermarket in the city. It tells how a cooperative is organized, controlled, and financed. SOURCE: Borrow from Film Service--Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Indiana.

BANKING ON THE LAND

23 minutes, color

Shows the development of the cooperative farm mortgage credit system through Ned Harper, farmer. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

CALEDONIA LIVESTOCK AUCTION

35½ minutes, b/w

An excellent documentary of the largest livestock auction sale in New York State and includes demonstrations of grading by buyers. SOURCE: Borrow or purchase from Cornell University, Roberts Hall, Department of Extension Teaching and Information, Ithaca, New York. Purchase, \$150.

CHALLENGE OF CHANGE

18 minutes, color

Story of consumer co-ops in towns and rural areas from the Dakotas to the Soo. SOURCE: Borrow or purchase from The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois. Rental, \$5; purchase, \$125.

CLEAN GRAIN

15 minutes, color

Shows sanitation of grain. SOURCE: Borrow from Farmers Union Grain Terminal Association, 1667 North Snelling Avenue, St. Paul, Minnesota. Purchase from William D. Snyder Films, 105½ Broadway, Fargo, North Dakota. Purchase, \$150.

COOPERATIVE WOOL--FROM FLEECE TO FABRIC

30 minutes, b/w

The story of wool and the cooperative marketing associations that have been organized by wool growers to develop direct and efficient methods of selling. SOURCE: Inquire of the U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.



CREDIT WHERE CREDIT IS DUE

28½ minutes, color

A graphic account of agriculture's changing face--how and why farmers borrow \$5 billion a year from private investors through the Farm Credit System to carry out the big business of farming. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

ECONOMICS FOR DEMOCRACY

27½ minutes, color

Shows how three types of private enterprise systems may join together to serve their purposes better but still keep their separate identities by forming a mutual or cooperative association. SOURCE: Borrow from Film Service, Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Indiana.

EXTRA MARGIN OF VALUE

10 minutes, color

The story of Midland Cooperatives. SOURCE: Borrow from Midland Cooperatives, Minneapolis, Minnesota.

FARMER COOPERATION IN EUROPE

28 minutes, b/w

European farmer cooperatives, their development, growth, desirability, and stabilizing effects on the agricultural economies of many countries, and their democratic methods of operating are shown. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

FARMER COOPERATIVES TODAY

19 minutes, color

The film is a report by the Farmer Cooperative Service on farmer cooperatives, what they are, the jobs their members call on them to do, and how they do them. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

FARMERS WORKING TOGETHER

19 minutes, color

Describes the operations, organization, and general activities of farmer cooperatives. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.



FILBERT VALLEYS

22 minutes, color

The film deals with preparing ground, planting, orchard care, harvesting, processing, packaging, shipping and use of filberts. SOURCE: Borrow from Northwest Nut Growers, P.O. Box 5695, Portland, Oregon; or Farm Film Foundation, Washington, D.C.

FLAMBEAU STORY, THE

23 minutes, color

Electric co-ops alter pioneer ways in Northern Wisconsin. Co-op dams in Flambeau river provide power, open recreation opportunities. SOURCE: Borrow from The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois. Rental, \$5.

FORTUNE IN TWO OLD TRUNKS, A

20 minutes, color

The story of how prunes are grown, harvested, processed and packed. The setting is California. SOURCE: Borrow from Sunsweet Growers, Inc., P.O. Box 670, San Jose, California.

FRUITS, VEGETABLES AND COOPERATION

27 minutes, b/w

Bill shows his fellow farmers, by means of motion pictures, the benefits other farmers obtain by marketing their crops cooperatively. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

FULL CIRCLE, THE

30 minutes, color

Sun Basin Growers services to farmers in the Columbia Basin. SOURCE: Borrow from Sun Basin Growers, Inc., Box 1697, Moses Lake, Washington.

FUR-LINED FOXHOLE, THE

38 minutes, b/w

An argument for economic democracy. The individual, making his voice heard through groups of his own choosing, routs apathy and indifference. SOURCE: Borrow or purchase from The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois. Rental, \$3.50; purchase, \$65.



GARDEN OF GUJERAT

14½ minutes, b/w

A co-op milk drying plant ups farmers' incomes, expands markets, improves product. SOURCE: Borrow or purchase from The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois. Rental, \$4; purchase, \$40.

GOLDEN STORY OF CITRUS, THE

25 minutes, color

Relates the story of picking, packing, shipping and marketing of the golden fruit of California and Arizona, especially oranges, lemons and grapefruits. SOURCE: Borrow from Sunkist Growers, Inc., P.O. Box 2706 Terminal Annex 4-D, 20-LS, Los Angeles, 54, California.

GOOD FOR ALL AMERICANS

15 minutes, b/w

Electric co-ops transform rural America, expand markets for farm equipment and household appliances. SOURCE: Borrow from The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois. Rental, \$3.50.

GRADE "A" ALL THE WAY

25 minutes, color

Tells how to achieve dairy farm profits and a higher standard of living from the use of modern milking equipment. SOURCE: Universal Milking Machine Division, National Cooperatives, Inc., Albert Lea, Minnesota.

GROWING PLACES

28½ minutes, color

The film presents cooperative principles, by using Cotton Producers Association as an example. SOURCE: Cotton Producers Association, P.O. Box 2210, Atlanta 1, Georgia.

GROWING REGIONAL, A

15 minutes, color

Story of a farmer cooperative. SOURCE: Borrow from Farmers Grain Dealers Association, Des Moines, Iowa.



HELP YOURSELF TO OWNERSHIP

11 minutes, b/w

The story of a truck driver and a school buss driver who form a cooperative to improve their status. SOURCE: Film Service, Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Indiana.

HERITAGE OF FLAVOR, A

20 minutes, color

The story of cranberries: growing, processing, marketing. Includes some tempting recipes for cranberry dishes. SOURCE: Borrow from Ocean Spray Cranberries, Hanson, Massachusetts.

IT'S NOT ALL SMOKE

25 minutes, color

The story of the operation of a tobacco cooperative. SOURCE: Borrow from Flue-Cured Tobacco Cooperative Stabilization Corporation, 522 Fayetteville Street, P.O. Box 2718, Raleigh, North Carolina.

IT'S THE FARMERS' BUSINESS

14 minutes, color

A look at farmer cooperatives through which farmers apply sound business methods to marketing and purchasing. SOURCE: Inquire of the U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

JOB FOR COOPERATION, A

28 minutes, b/w

Generation and transmission of electricity through Missouri Basin cooperatives. SOURCE: Borrow or purchase from The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illincis. Rental, \$3.50; purchase, \$50.

KINGS

26 minutes, b/w

This enlightening film dramatizes the history, philosophy, and purpose of a credit union; it shows how you may benefit when you use your credit union wisely. Many types of such credit unions for farmers and industry are mentioned. SOURCE: Borrow from Film Service, Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Ind.



LIVESTOCK COOPERATIVES IN ACTION

15 minutes, color

With the livestock industry as a backdrop, the film tells of the livestock cooperatives--how they began, how they function, and how they benefit members. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

MEN OF ROCHDALE

50 minutes, b/w

Twenty-eight weavers open their store in Toad Lane in Rochdale, England, in 1844, struggle to make it succeed. SOURCE: Borrow or purchase from The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois. Rental, \$4.50; purchase, \$75.

MIRACLE OF SANTA CRUZ

29 minutes, color

The idea of a credit union comes to a small Latin American village. SOURCE: Borrow or purchase from Credit Union National Association, Madison, Wisconsin.

MIRACLE ON THE VINE

27½ minutes, color

Tells the story of the Welch Grape Juice Company. SOURCE: Borrow from National Grape Cooperative Association, Westfield, New York.

MY NEIGHBOR AND I

25 minutes, color

An historical comparison of people working together and apart brought up to the present day. SOURCE: Borrow from Film Service, Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Indiana.

NORTHERN LAND

30 minutes, color

Rebuilding Norway's northern province of Finnmark after World War II; life of the Laplanders and their cooperatives. SOURCE: The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois. Rental, \$10; purchase, \$225.



ON THE LINE

13½ minutes, color or b/w

An informative and entertaining film which depicts some of the more significant highlights of rural electrification in America today. SOURCE: Borrow from National Rural Electric Cooperative Association, 2000 Florida Avenue, N.W., Washington, D.C.

ORGANIZING FOR BETTER HEALTH

15 minutes, b/w

City families prepay the costs of complete medical care through a community service plan. SOURCE: Borrow or purchase from The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois. Rental, \$5; purchase, \$40.

PARTNERS

28 minutes, color

A picture which shows how the farmer cooperative has become an important part of the farmer's business operation in helping farmers produce and market food more efficiently. SOURCE: Borrow from Film Service, Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Indiana.

PARTNERS IN PROGRESS

30 minutes, color

The work of cooperatives as an agribusiness is typified by Agway. SOURCE: Borrow from Agway, Syracuse, New York.

PENNY SAVED, A

14½ minutes, b/w

Three families exchange viewpoints over a pot-luck supper, learn that thrift is the wise management of financial resources. SOURCE: Borrow from The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois. Rental, \$3.50.

PEOPLE OF KALEVU

28 minutes, color

Credit unions bring economic betterment to Fiji fishing villages. SOURCE: The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois. Rental, \$3.50; purchase, \$115.

PLANT FOR THE FUTURE

10 3/4 minutes, color

An inspiring story of how a group of growers formed a home industry designed to grade and pack fresh apples for today's demanding markets. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

PORTRAIT OF A CO-OP

22 minutes, color

Shows the establishment and growth of Farmers Union Grain Terminal Association. SOURCE: Purchase from William D. Snyder Films, 105½ Broadway, Fargo, North Dakota. Borrow from Farmers Union Grain Terminal Association, 1667 North Snelling Avenue, St. Paul, Minnesota; purchase, \$250.

POWER AND THE LAND

39 minutes, b/w

Tells of a typical family-size farm before and after an REA cooperative brought electricity to the farm. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

POWER OF NEIGHBORS, THE

30 minutes, color

Here is the story of the development of the IFBCA petroleum department from the purchase of oil wells to the delivery of fuels. SOURCE: Borrow from Film Service, Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Indiana.

PRODUCTION CREDIT DOES THE JOB

31 minutes, color

This picture tells the story of the production credit associations and how they finance essential farm and ranch production. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

REA STORY, THE

27½ minutes, color

Reviews the 25-year history of the Rural Electrification Administration, stressing the importance of electric power to farms and ranches in remote areas. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

RICE FROM CALIFORNIA

28½ minutes, color

Describes and explains the rice industry: processing, planting, harvesting, marketing. Deals mostly with rice and little with cooperatives as such. SOURCE: Association Films, Inc., 2535 Cypress Avenue, Hayward, California. Purchase, \$150.

RURAL CO-OP, THE

21 minutes, b/w

Tells how the idea of cooperatives arose and spread in Rockingham County, Virginia, until in a short 10 years, most of the farmers in the county were members of one or more cooperatives. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

SEEING WHAT YOU OWN

20 minutes, color

A fresh look at cooperatives. SOURCE: Borrow from Consumers Cooperative Association, Kansas City, Missouri.

SIGNS OF PROGRESS

20 minutes, color

This film shows in detail the facilities of Farmers Union Central Exchange and describes the many services rendered. SOURCE: Borrow from Farmers Union Central Exchange, Public Relations Department, Box G, St. Paul, Minnesota.

SISU

30 minutes, color

Toughness and endurance ("Sisu") is the hallmark of Finland. Beautiful color photography shows the changes cooperative development has made in Finnish life. SOURCE: The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois. Rental, \$10; purchase, \$235.

SOD AUSTIN BUSINESSMAN

35 minutes, color

Shows the history and development of the Farmers Union Cooperative Marketing Association from 1914 to 1958. SOURCE: Borrow or purchase from Farmers Union Cooperative Marketing Association, 740 Board of Trade Building, Kansas City, Missouri. Purchase, \$150.

STARS OF THE LAREDO RUN

17 minutes, color

Shows how tires are tested at a multi-million dollar, 7000-acre test track at Laredo, Texas. Shows the abuses and testing procedures to which tires are subjected to discover their best qualities.

SOURCE: Purchase from National Cooperatives, Inc., Albert Lea, Minnesota. Purchase, \$240.

STORY OF RICE, THE

15 minutes, color

Shows production and processing of rice. Also, part of the facilities of The Arkansas Rice Growers Cooperative Association and various ways of preparing and serving rice dishes. SOURCE: Borrow from The Arkansas Rice Growers Cooperative Association, P.O. Box 681, Stuttgart, Arkansas.

STRAWBERRIES--WITH CREAM

14 minutes, color

The film shows how modern marketing, farm supply, housing, rural electric, credit, supermarket, nursery school, petroleum and insurance co-ops have grown out of man's determination to live better and his genius for working with others to meet his own needs. SOURCE: Film Service, Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Indiana.

TCMPA IN ACTION

28 minutes, color

Follows milk production from the farm thru the processing steps.

SOURCE: Twin City Milk Producers Association, 2424 Territorial Road, St. Paul 14, Minnesota.

THERE WERE THREE MEN

10 minutes, color

Animated cartoon tells how Ike the farmer and Mike the worker help themselves by eliminating the middleman. SOURCE: The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois.

Rental, \$3; purchase, \$100.

TOGETHER

28½ minutes, color

The story of Cotton Producers Association and how it grew from a small cotton cooperative to a multi-purpose marketing and purchasing cooperative. SOURCE: Cotton Producers Association, P.O. Box 2210, Atlanta 1, Georgia.

TOGETHER WE PROSPER

30 minutes, color

An Indian farmer helps revitalize his local cooperative, pulls himself out of debt and gains self-realization in the democracy of a cooperative meeting. SOURCE: The Cooperative League of the USA, 59 East Van Buren Street, Chicago, Illinois. Rental, \$5.

THINGS ARE DIFFERENT NOW

35 minutes, color

A fresh approach to the American farm supply cooperatives as seen by youth. The film combines a "boy meets girl" story with a resume of the activities and facilities of the Farmers Union Central Exchange. SOURCE: Borrow from Farmers Union Central Exchange, Public Relations Department, Box G, St. Paul, Minnesota.

THIS IS INDIANA

30 minutes, b/w

The film illustrates the importance of Indiana agriculture as well as its diversification, size, specialization, mechanization, research and the farmer's own off-the-farm businesses--his cooperatives. SOURCE: Borrow from Film Service, Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Indiana.

TRANSPORTATION UNDERGROUND

26 minutes, color

This is the story of 230 miles of pipeline built by the Indiana Farm Bureau Cooperative from Mt. Vernon to Peru. SOURCE: Borrow from Film Service, Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Indiana.

TRULY TENNESSEAN

29 minutes, color

The organization of an imaginary cooperative is shown through a storyline that involves a father and his son who struggles to overcome the father's resistance to the cooperative idea. This story is superimposed on the historical background of the Tennessee Volunteer tradition and a tracing of the organizational development of the co-op to the present. SOURCE: Borrow from Tennessee Farmers Cooperative, La Vergne, Tennessee.

TYCOON--THE REAL MCCOYS

30 minutes, b/w

The McCoys learn about cooperatives. SOURCE: Borrow from Film Service, Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Ind.

UCF STORY, THE

40 minutes, color

Shows the operation of the United Cooperative Farmers, Inc. SOURCE: Borrow from United Cooperative Farmers, Inc., 339 Broad Street, Box 393, Fitchburg, Massachusetts.

UNION EQUITY STORY, THE

20 minutes, color

A short history of grain handling devices. Covers the Union Equity operation including their scholarship program. SOURCE: Borrow from Union Equity Cooperative Exchange, P.O. Box 1592, Enid, Oklahoma.

WHAT IS A CO-OP?

25 minutes, b/w

Those who are not familiar with the principles of co-ops can learn what a co-op is, how it is operated, and how neighbors own their own business when they are members of a co-op. SOURCE: Borrow from Film Service, Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Indiana.

WHAT IS A FARM WORTH?

18½ minutes, color

A young couple thinking of buying a farm go to a farm appraisal meeting with their county agent and Land Bank appraiser. SOURCE: Inquire of U.S. Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C.

WHERE PEOPLE COUNT

27 minutes, color

Shows how the smallness of people is erased by the joining together in groups to work out a common problem. SOURCE: Borrow from Film Service, Public Relations Department, Indiana Farm Bureau Cooperative Association, Inc., 47 South Pennsylvania Street, Indianapolis 9, Indiana.



WHERE THE BRIGHT LIGHTS SHINE

30 minutes, color

A man returns to the crude rural area of his birth to find an easier life there through the idea of cooperatives. SOURCE: Borrow from New Mexico Rural Electrification Cooperative Association.



